



# DANIEL ENGLER

## CONTACT

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## EDUCATION

### Florida State University

#### Master of Science

Integrated Marketing Communication

**Certifications:** Multicultural Marketing Communication and Project Management

Tallahassee, FL

2020 – 2021

#### Bachelor of Science

**Major:** Advertising

**Minor:** Business & Entrepreneurship

Tallahassee, FL

2016 – 2020

## SKILLS

- Strong command of Microsoft Office Suite
- Professional knowledge of campaign management via DSPs such as The Trade Desk, Google Ads, DV360, Meta, Yahoo, and Snapchat
- Experience with holistic campaign analysis and understanding of optimization for high-volume paid and programmatic campaigns to surpass ROI goals
- Adept in data research, diagnostics, and reporting
- Utilization of statistical software within DSPs to identify and improve low-performing campaigns through optimization for ROAS advancement

## EXTRA

### Awards & Honors

- College of Communication & Information Honors Award
- Student Leadership Award
- Best Agency Etiquette Award - Advertising Club
- Garnet and Gold Scholar Society
- 230+ Hours of Service
- Lambda Pi Eta Honor Society

### Certifications

- Graduate Certificate in Multicultural Marketing Communication
- Graduate Certificate in Project Management
- Google Analytics Certified
- Google Campaign Manager Certified
- Google Ads Video Certified
- Amazon DSP Certified
- Display & Video 360 DSP Certified
- Yahoo Demand Side Platform (DSP) Certified
- Snapchat Advertising Manager Certified
- AAF Ethics In Advertising Certified
- IBM Enterprise Design Thinking Practitioner Certified

## WORK EXPERIENCE

### Programmatic Trader

Zimmerman Advertising / January 2022 – Present

- Supports the development and implementation of all real-time-bidding (RTB) traded digital advertising campaigns on a national, regional, local, and hyperlocal level from start to finish via daily monitoring, optimization, targeting setups, budget pacing, and execution operations to achieve maximum performance and exceed client ROI goals and KPIs for client base. Accounts managed include AutoNation, Five Below, JetBlue, Jet's Pizza, McDonald's, Midas, Papa Johns, Planet Fitness, Urban Air, Yuengling, as well as Holland America and Seabourn luxury cruise lines, across multiple paid social and programmatic DSP platforms.
- Owns tactical responsibility and performance management through the handling of day-to-day, holistic analysis of campaign operations across multiple DSPs, including DV360, Google Ads, Meta/Instagram Ads Manager, Roku, Snapchat Ads Manager, The Trade Desk, and Yahoo.
- Works with Social, Media, Strategic Intelligence, Account Service teams, as well as technology partners, for digital media planning, insights, troubleshooting, and delivery.

### Project Assistant

SalterMichell PR / January 2020 - March 2020

- Built newsletters, created marketing materials for the Fluent in Floridian podcast, produced press releases, and managed clients' social media accounts.
- Created daily social media content and assisted in the facilitation of PR initiatives for the client base.
- Assisted in the production of content, digital assets, presentations, as well as other duties.

### Public Relations and Communications Marketing Intern

Florida State University CFC Center / September 2019 - December 2019

- Created communication strategies regarding relevant research activities and results for the research community, private sector, and general public.
- Developed documents through graphic representation of research findings and translated corresponding data into 1-2 page information sheets.
- Created content for websites, social media, newsletters, press releases, videos, magazines, posters, leaflets, and materials and ensured proper distribution at appropriate venues, as well as within in-person meetings.

### Account Services and Marketing Intern

Team Enterprises / June 2019 - July 2019

- Sourced DMC companies and hotel partners for MINI USA's annual incentive rewards program, as well as created guerrilla activation ideas for MINI's new electric vehicle launch at the LA Auto Show.
- Assisted in developing both internal and client-facing presentations for both Lavazza USA and MINI USA.
- Reviewed and updated weekly brand ambassador reports to track program performance and ROI for FAIR, an app-based car leasing company.

## LEADERSHIP & SERVICE

### President

Inter-Residence Hall Council / September 2019 - March 2020

- Established the trajectory of the Hall Council for Traditions and Ragans dormitory halls by delegating responsibilities to hall council members, completed End of Month reports, and appointed residents to committees as needed.
- Built community and enhanced the experience of living on campus through hall programming, advocacy for the needs of residents, and service throughout each month.
- Planned educational and recreational events two to three times a month while representing over 800 students.

### President

FSU Advertising Club / January 2019 - January 2020

- Planned biannual trips which included arranging 12+ agency tours, securing lodgings for 100+ club members, and leading outside fundraising efforts.
- Planned and supervised bi-weekly general body meetings, including booking guest speakers, intern panels, and resumé workshops.
- Peer Mentor to prospective Advertising major students to assist in resumé design, portfolio building, and LinkedIn profile review.